

RBT Recruitment Ideas from Justin Kyriannis

Here are my ideas for the RBT flyer. First off, I should mention that unfortunately, the RBT, behavior technician, or any mention of a behavior analyst is NOT included in the Bureau of Labor Statistics and their Occupational Outlook Handbook. The BACB is working on compiling data that can be submitted to them for inclusion of ABA as an industry. So there really isn't good data on market trends, salaries, job growth, etc. Not even the BACB has data on this as of yet. However, the BACB does have an independent evaluation of the market of ABA at the BCaBA level and above through Burning Glass.

We can summarize some of the key findings such as the demand for credentialed behavior analysts is increasing and more than doubled; job postings have more than doubled; Nevada is one of many states that licenses our field, etc. I have attached the report.

We can then talk about the RBT credential: For example, "The Registered Behavior Technician (RBT®) is a paraprofessional who practices under the close, ongoing supervision of a BCBA or BCaBA."

The Autism market: 1 in 68 children in the US (CDC); 6,217 children between 3 and 22 years are identified as having ASD by the Nevada Department of Education (NDE).

Career Path: Job progression from RBT to BCaBA, to BCBA. Supervision and mentoring throughout.